



Customer Service: Link to the Baldridge Criteria

**The relationship between attitude
and customer service.**

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DMS Training Administrator**

- **Quality Roots**

- **Quality Trainer**

- **Quality Awareness**

- **Teams and Tools**

- **Quality Facilitator Program**

- **Strategic Planning Consultant**

- **Dover Downs**

- **Department of Health and Social Services**

- **Local Area Businesses**

- **Facilitator**

- **ATTITUDE**

- **RELATIONSHIP TO THE CUSTOMER SERVICE AS IT REFERS TO THE BALDRIGE CRITERIA**
- **REASONS FOR POOR ATTITUDE IN STATE GOVERNMENT**
- **HOW YOU CAN FOSTER AN ENVIRONMENT OF QUALITY CUSTOMER SERVICE**
- **HOW YOU CAN HELP YOUR EMPLOYEES DEVELOP A POSITIVE ATTITUDE**

BALDRIGE NATIONAL QUALITY PROGRAM

Seven Categories

Leadership

Strategic Planning

**Customer and Market
Focus**

**Measurement,
Analysis, and
Knowledge
Management**

**Human Resource
Focus**

Process Management



BALDRIGE NATIONAL QUALITY PROGRAM

- **CATEGORY 3:**

- **Customer Market and Focus**

- **3.1 Customer and Market Knowledge: How do you use customer and market knowledge? (40 pts.)**

- **3.2 Customer Relationships and Satisfaction: How do you build relationships and grow customer satisfaction and loyalty? (45 pts.)**

3.2 Customer Relationships and Satisfaction

CUSTOMER Relationship Building

How do you build relationships to acquire customers, to meet and exceed their expectations, to increase loyalty and repeat business, and to gain positive referrals?

How do your key access mechanisms enable customers to seek information, conduct business, and make complaints?

3.2 Customer Relationships and Satisfaction

CUSTOMER Relationship Building

1. How do you manage customer complaints? How do you ensure that complaints are resolved effectively and promptly? How do you minimize customer dissatisfaction and, as appropriate, loss of repeat business?

2. How do you keep your approaches to building relationships and providing customer access current with business needs and directions?

3.2 Customer Relationships and Satisfaction

CUSTOMER Satisfaction Determination

How do you determine customer satisfaction, dissatisfaction, and loyalty?

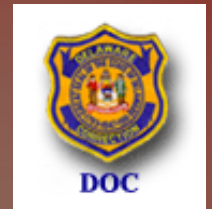
How do you follow up with customers on the quality of products, services, and transactions to receive prompt and actionable feedback?

3.2 Customer Relationships and Satisfaction

CUSTOMER Satisfaction Determination

1. How do you obtain and use information on your customers' satisfaction relative to their satisfaction with your competitors, other organizations providing similar products or services, and/or industry benchmarks?

2. How do you keep your approaches to determining satisfaction current with business needs and directions?



Facilities



WHO CARES?



Pensions





WE



Facilities

DO!





**Think of the last time
you had a poor
customer service
experience... what was
the reason for the poor
service?**



IT ALL BOILS
DOWN TO...



A T T D
T I U E





**68% OF YOUR CUSTOMERS
WILL BAD MOUTH YOU
BECAUSE THEY FEEL YOU
HAVE A BAD ATTITUDE**



WHO ARE OUR CUSTOMERS?



EXTERNAL

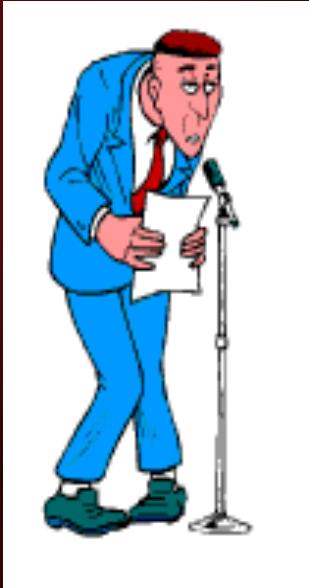


INTERNAL

SHOULD WE TREAT OUR INTERNAL CUSTOMERS ANY DIFFERENTLY THAN OUR EXTERNAL CUSTOMERS?

DO WE TREAT OUR INTERNAL CUSTOMERS ANY DIFFERENTLY THAN OUR EXTERNAL CUSTOMERS?

ATTITUDE ON DISPLAY



Experts say that communication is composed of different methods: words, voice, and tone and non-verbal cues. Of these, some are more effective in delivering a message than others. According to research, in a conversation or verbal exchange:

WHAT YOU SAY IS _____% EFFECTIVE
HOW YOU SAY IT IS _____% EFFECTIVE
NON-VERBAL CUES ARE ____% EFFECTIVE

Top 5 Excuses for Poor Customer Service Attitudes

APATHY

**WE'VE ALWAYS DONE IT THIS WAY...
THAT WON'T WORK HERE
IF IT AIN'T BROKE; DON'T FIX IT
PEOPLE DON'T KNOW WHAT THEY
WANT**

"If we treat them right, they'll keep coming back."

ATTITUDE – Your Customers

The impact you can have on a customer is immeasurable and often underestimated

Consider the customer...

Who just had an argument with a loved one

Who lost his/her job

Who doesn't feel well

Who is under pressure at work

Who's most positive interaction today may be with you – either directly or indirectly

OLD CUSTOMER SERVICE ATTITUDE:

**GOLDEN
RULE**

DO UNTO
OTHERS, AS YOU
WOULD HAVE
THEM DO UNTO
YOU

NEW CUSTOMER SERVICE ATTITUDE: PLATINUM RULE

TREAT YOUR
CUSTOMERS AS
THEY WOULD
LIKE TO BE
TREATED

How Do You Foster An Attitude of Quality Customer Service?

- Listen to your customers
- Talk to your employees
- Training
- Reinforce during meetings
- Focus Groups
- MBWA
- Lead by example

L I S T E N

S I L E N T

WHAT DO THESE TWO WORDS HAVE IN COMMON?

How To Help Your Employees Develop A Positive Attitude

TEACH THEM...

- **We all have bad days. It's a fact of life. So how do you help your employees check their poor attitudes?**
- **Give a coworker a quick attitude break when it's obvious he/she is having a tough time.**
- **Give your coworker the opportunity to "vent" while offering encouragement and positive feedback. (Don't get on their band wagon.)**



How To Help Your Employees Develop A Positive Attitude

TEACH THEM...

- 1. Choose positive thinking friends.**
- 2. See problems as challenges and opportunities.**
- 3. Say "I Can" more than "I Can't".**
- 4. Expect good things to happen.**
- 5. Find the good in any situation.**
- 6. Stop worrying/ Start enjoying.**
- 7. Look for the good in others.**
- 8. Live a healthy lifestyle.**
- 9. Picture yourself a WINNER!**

FINALLY..

**IT TAKES 12 POSITIVE
CUSTOMER SERVICE
INTERACTIONS TO MAKE
UP FOR ONE NEGATIVE
INCIDENT.**

ATTITUDE

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**WHAT
QUESTIONS
DO YOU
HAVE?**



ACTION PLAN!

Tesekkürler

СПАСИБО



תודה



THANK

YOU



Dziękuję



FOR
COMING

